



# 2010 MEDIAKIT

phone: (905) 686-1040 \* fax: (905) 686-1078 \* [www.electricity-today.com](http://www.electricity-today.com)

Transmission & Distribution

# ELECTRICITY TODAY



est. 1986



**YOUR CONNECTION  
TO  
NORTH AMERICA'S  
T&D MARKETPLACE**



**Electricity Today** is distributed to North American T&D electric utility engineering, construction and maintenance personnel, and consulting engineers.

Associate Members



*22 Years  
in Publishing*

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T & D M A G A Z I N E

## ABOUT US

## Since 1986 - A Trusted Voice

Established in 1986 The Electricity Forum is a unique organization that contributes to the North American electrical industry as a leading source of innovative information technologies, through our publishing, conference/technical training and internet portal activities. We are involved in a broad range of information projects designed to engage the electrical industry: utility and non-utility power producers, electrical professionals working in industrial, commercial and institutional power consuming companies; consulting engineers and electrical contractors.

**"Exposure Rich" Marketing Initiatives with The Electricity Forum**

### PRINT PUBLISHING

**Electricity Today Magazine** [www.electricity-today.com](http://www.electricity-today.com)

(has a combined Canadian and U.S. print circulation of over **23,000** electric power professionals with a total reach of **\*\*40,000** readers) is distributed to North American T&D electric utility engineering, construction and maintenance personnel, and consulting engineers.

**\*\*\*Electrical Source Magazine** [www.electrical-source.com](http://www.electrical-source.com)

(has a Canadian print circulation of over **\*\*17,000** electric power professionals with a total reach of **\*\*40,000** readers) Electrical Source is published for Canadian industrial, commercial and institutional electrical engineering personnel and electrical contractors responsible for electric power systems.

**\*\*\*Electrical Technical Handbook** [www.electricityforum.com/estore/prodpub\\_list.asp?menu=10](http://www.electricityforum.com/estore/prodpub_list.asp?menu=10)

Technical Handbooks are **purchased** by industry professionals and distributed to delegates attending Electricity Forum Conference & Training Sessions. We publish 6 handbooks yearly, which are sold accross North America.

**INTERACTIVE PUBLISHING** [www.electricityforum.com/ad\\_list.asp](http://www.electricityforum.com/ad_list.asp)

#### **\*\*\*E-Magazine**

All advertisements in our magazines are also included in our "e-magazines" which receive up to **20,000** page views. Our E-magazine library provides a continuous shelf life for each issue.

#### **\*\*\*Buyer's Guide**

Our website (**10 million pages viewed a year from 1 million unique visitors**) contains the largest Electrical Equipment Buyer's Guide and Directory with more than **500** manufacturers and **2,000** product/service categories.

#### **\*\*\*E-Broadcast Product Announcements & Newsletters**

We have the electrical industry's largest email newsletter and e-broadcast product announcement service which is sent to more than **35,000+** opt-in North American electric power professionals.

**ELECTRICAL TRAINING CONFERENCES** [www.electricityforum.com/forums/courses.asp](http://www.electricityforum.com/forums/courses.asp)

#### **Face-to-Face Opportunities**

The Electricity Forum delivers up to 60 leading-edge topical conferences and technical training seminars resulting in training over 1,800 delegates every year.

#### **DIRECT MAIL**

#### **List Rentals Available**

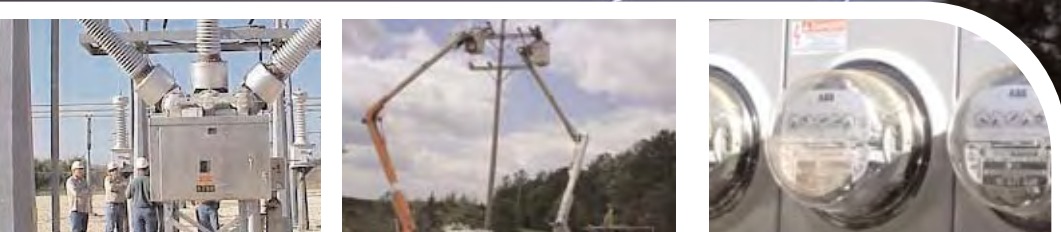
\*\* Publishers own data

\*\*\* Not audited by CCAB/BPA



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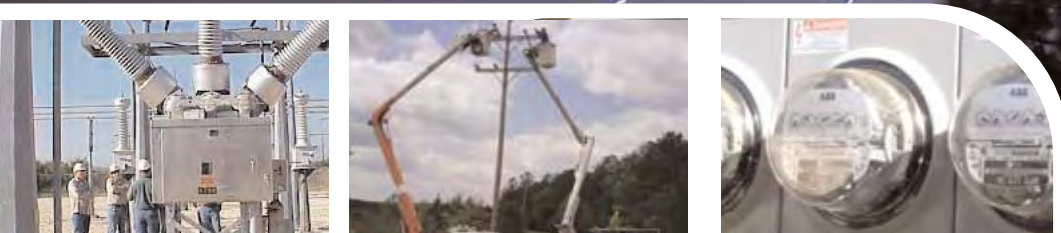
**Regular Topics in each issue: Safety, Test and Measurement, Maintenance and Communication**

**\* Indicates Electricity Today Magazine is the Media Partner**

**\*\* Indicates Electricity Today Magazine is the Media Partner & Official Showguide**

## 2010 EDITORIAL CALENDAR

Issue	Feature	Bonus Circulation	
<p><b>January/February</b></p> <p>Space Closing December 11, 2009</p> <p>Material Deadline December 28, 2009</p>	<ul style="list-style-type: none"> <li>• Test &amp; Measurement</li> <li>• Transformer Testing</li> <li>• Asset Management</li> <li>• Smart Grid Communications &amp; Technology</li> </ul>	<p><b>**Enercom</b> March 29-31, 2010, Toronto, ON <a href="http://www.enercom.to/">http://www.enercom.to/</a></p> <p><b>**IPPSA</b> <b>(Independent Power Producers Society of Alberta)</b> March 15-16, 2010, Banff, AB <a href="http://www.ippsa.com/about.html">http://www.ippsa.com/about.html</a></p> <p><b>NETA</b> <b>(International Electrical Testing Association)</b> February 15-18, 2010, Long Beach, CA <a href="http://netaworld.org">http://netaworld.org</a></p> <p><b>Doble Life of a Transformer</b> February 7, 2010, Lake Buena Vista, FL <a href="http://www.doble.com/events/all.html/view/100">http://www.doble.com/events/all.html/view/100</a></p>	   
<p><b>March</b></p> <p>Space Closing February 5, 2010</p> <p>Material Deadline February 10, 2010</p>	<ul style="list-style-type: none"> <li>• AMR/AMI (Metering)</li> <li>• Spring Transformer Report</li> <li>• Underground T&amp;D</li> <li>• Substation Automation</li> </ul>	<p><b>Metering Billing/MDM America</b> March 7-10, 2010, San Diego, CA <a href="http://www.spintelligent-events.com/">http://www.spintelligent-events.com/</a></p> <p><b>Doble Annual Meeting</b> March 21-26, 2010, Boston, MA <a href="http://www.doble.com/">http://www.doble.com/</a></p>	 
<p><b>April</b></p> <p>Space Closing March 12, 2010</p> <p>Material Deadline March 17, 2010</p>	<ul style="list-style-type: none"> <li>• Overhead/Underground T&amp;D</li> <li>• Software/Billing Services</li> <li>• Wire &amp; Cable</li> <li>• Building the Smart Grid</li> </ul>	<p><b>IEEE/PES T&amp;D</b> April 19-22, 2010, New Orleans, LA <a href="http://www.ieee-d.org">http://www.ieee-d.org</a></p> <p><b>CIS Conference</b> May, 24-28, 2010, Nashville, TN <a href="http://www.cisconference.org">http://www.cisconference.org</a></p>	 
<p><b>May</b></p> <p>Space Closing April 9, 2010</p> <p>Material Deadline April 13, 2010</p>	<ul style="list-style-type: none"> <li>• Transformers</li> <li>• Fleet Management</li> <li>• Lineman Safety</li> <li>• Technology/Application for the Smart Grid</li> </ul>	<p><b>EI Annual Convention/Expo</b> <b>(Edison Electric Institute)</b> June 13-16, 2010, Hollywood, FL <a href="http://www.eei.org">http://www.eei.org</a></p> <p><b>EUFMC</b> <b>(Electric Utility Fleet Managers Conference)</b> June 20-23, 2010, Williamsbur, VA <a href="http://www.eufmc.com/">http://www.eufmc.com/</a></p> <p><b>Gridwise</b> May 24-27, 2010, Santa Clara, CA <a href="http://www.gridwiseexpo.com">http://www.gridwiseexpo.com</a></p>	  



## 2010 EDITORIAL CALENDAR

<p><b>June</b></p> <p>Space Closing May 14, 2010</p> <p>Material Deadline May 19, 2010</p>	<ul style="list-style-type: none"> <li>• Hydro Generation</li> <li>• Distribution Gen/Ren Energy</li> <li>• Demand Response</li> <li>• Security/Power Grid</li> </ul>	<p><b>IEEE/PES General Meeting</b> July 25, 2010, Minneapolis, MN <a href="http://www.icuee.com">http://www.icuee.com</a></p> 
<p><b>July/August</b></p> <p>Space Closing June 16, 2010</p> <p>Material Deadline June 20, 2010</p>	<ul style="list-style-type: none"> <li>• Summer Transformer Report</li> <li>• Arc Flash/Safety</li> <li>• Overhead Facilities</li> <li>• Vegetation Management</li> </ul>	<p><b>CUEE</b> September 14-15, 2010, Mississauga, ON <a href="http://www.cuee.ca">http://www.cuee.ca</a></p> 
<p><b>September</b></p> <p>Space Closing August 3, 2010</p> <p>Material Deadline August 17, 2010</p>	<ul style="list-style-type: none"> <li>• AMR/AMI (Metering)</li> <li>• Power Quality/Testing Maintenance</li> <li>• DC Transmission</li> <li>• Circuit Breaker Testing</li> </ul>	<p><b>Utilimetrics</b> Date unavailable at time of print, Austin, TX <a href="http://www.utilimetrics.org">http://www.utilimetrics.org</a></p> <p><b>**Finepoint Circuit Breaker &amp; Testing Show Guide</b> Date unavailable at time of print <a href="http://www.circuitbreakerconference.com">http://www.circuitbreakerconference.com</a></p> <p><b>Cigre Canada Power Systems</b> Date unavailable at time of print <a href="http://www.cigre-canada.org/home.aspx">http://www.cigre-canada.org/home.aspx</a></p> <p><b>Gridweek</b> October 18-21, 2010 <a href="http://www.gridweek.com">http://www.gridweek.com</a></p>    
<p><b>October</b></p> <p>Space Closing September 10, 2010</p> <p>Material Deadline September 15, 2010</p>	<ul style="list-style-type: none"> <li>• Overhead Transmission &amp; Distribution</li> <li>• Generation</li> <li>• Clean Generation</li> <li>• Green Technology &amp; the Smart Grid</li> </ul>	<p><b>PowerGen</b> Date unavailable at time of print <a href="http://pgi07.events.pennet.com/fl/index.cfm">http://pgi07.events.pennet.com/fl/index.cfm</a></p> <p><b>**APPRO</b> <b>(Association of Power Producers of Ontario)</b> Date unavailable at time of print, Toronto, ON <a href="http://www.appro.org/">http://www.appro.org/</a></p> <p><b>Forum On Hydro Power 2010</b> Date unavailable at time of print <a href="http://www.canhydropower.org">http://www.canhydropower.org</a></p>   
<p><b>November/December</b></p> <p>Space Closing October 8, 2010</p> <p>Material Deadline October 13, 2010</p>	<ul style="list-style-type: none"> <li>• Scada</li> <li>• Underground Transmission &amp; Distribution</li> <li>• AMR/AMI (Metering)</li> <li>• Workforce Management</li> </ul>	<p><b>Distributech</b> February 1-3, 2011 San Diego, CA <a href="http://dt07.events.pennet.com/fl/index.cfm">http://dt07.events.pennet.com/fl/index.cfm</a></p> <p><b>**E-Dist</b> <b>(Electricity Distribution Information Systems &amp; Technology)</b> January, 2011, Markham, ON <a href="http://www.edist.ca/">http://www.edist.ca/</a></p> <p><b>Smart Metering</b> Date unavailable at time of print <a href="http://www.spintelligent-events.com/">http://www.spintelligent-events.com/</a></p>   



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CIRCULATION & READERSHIP

**\*\*Electricity Today's** distribution reaches all segments of the Transmission & Distribution industry across North America making the most cost effective use of your advertising dollar.

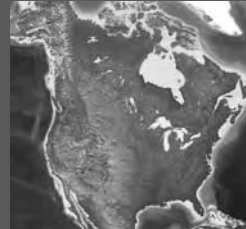
# NORTH AMERICAN

\* Includes 13,513 qualified circulation

\*\* 8,500 North American Trade Shows

\*\* 1,801 Electrical Training Attendees

(Canadian Electricity Forum)



# 23,814\*\*

Combines Canada and the U.S.

Member of CCAB a division of BPA

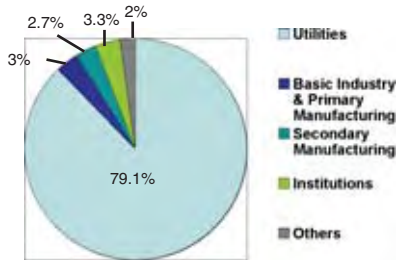


TRUSTED - EXPERIENCED - AUDITED

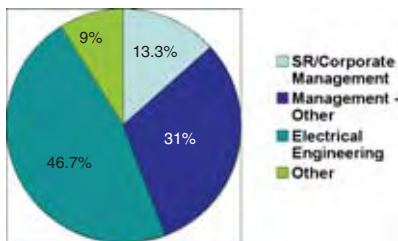
**Electricity Today's** mission has always been to fulfill the needs of our readers with an editorial product that is unmatched in quality and integrity.

For over 22 years, our thorough, well-balanced, award-winning editorial coverage has generated unsurpassed reader loyalty and cemented the magazine as a choice for information about North America's utility T&D industry. As the United States and Canada continue to integrate their electric power systems through larger inter-cities, and increasing cross-border electricity trading, **Electricity Today** magazine continues to provide our **qualified** recipients a forum for the exchange of ideas on critical policy and technology issues, as well as concise technical information about leading innovations.

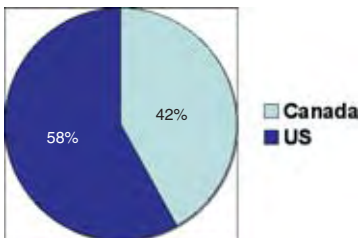
Industry



\*\*Job Function



Geographic



Industry

Industry	Canada	US	Total
Utilities	3632	7064	10696
Basic Industries and Primary Manufacturing -Mining, Lumber, Steel, Wood, Coal, Pipelines, Pulp/paper	348	55	403
Secondary Manufacturing - Chemical, Transportation Equipment, Glass, Rubber, Plastics, Electrical Equipment, Appliances	279	80	359
Consulting Engineers (Electrical)	887	455	1342
Institutions, Commercial Buildings, Service Industries, Government -Hospitals, Banks, Schools, Hotels, Government, Department Stores, ect.	330	114	444
Others allied to the Architect, Universities, Libraries, Paid Subscriptions etc.	191	78	269
	<b>5667</b>	<b>7846</b>	<b>13513</b>

\*\*Job Function

Job Function	Canada	US	Total
SR/Corporate Management	552	1249	1801
Management - Other -Supervisory, General, Plant	726	3466	4192
Electrical Engineering -Operations, Construction, Systems Design, Electrical Maintenance	2650	3672	6322
Other -Electrical Safety, Purchasing, Energy Management	567	631	269
	<b>5667</b>	<b>7846</b>	<b>13513</b>

Geographic

Canada	US	Total
5667	7846	13513

\* December 2008 BPA Worldwide Statement

\*\* Publishers own projected data



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## 2010 PRINT ADVERTISING RATES/MECHANICAL SPECIFICATIONS

Targeted, focused, accurate

Visit  
www.electricity-today.com/et/media/specs-s.htm

For Mechanical Requirements

Printing Process: **Offset**  
Binding Method: **Saddle-stitched**  
Line Screen: **133-150 lpi**

**Material Requirements:**

Electronic format is preferred.  
For complete material requirements, please visit:  
www.electricity-today.com.

**Film:**

Offset colour & 4 Colour, negative film, right reading, emulsion down.

In the case of electronic format or film, colour proofs must be supplied. If no colour proof is supplied, we will do our best to match colours, however, we cannot guarantee a perfect match.

Production charges are extra as quoted.

**Rates: Black & White**

	1X	3X	6X	9X
DPS .....	\$4,675	\$4,450	\$4,235	\$4,040
Full page .....	\$2,640	\$2,525	\$2,420	\$2,300
2/3 page .....	\$2,300	\$2,190	\$2,050	\$1,950
1/2 page .....	\$1,975	\$1,865	\$1,650	\$1,500
1/3 page .....	\$1,400	\$1,300	\$1,195	\$1,030
1/4 page .....	\$ 995	\$ 895	\$ 800	\$ 755
1/6 page (PS) .....	\$ 675	\$ 550	\$ 485	\$ 400

**Colour** (charges per insertion)

Standard 2nd colour .....	\$ 300
Matched colour .....	\$ 450
3 or 4 colour .....	\$ 800
4 colour per DPS .....	\$ 1,200

**\* Magazine Display Advertisement Measurement**

	Inches	
	width	height
Trim Size .....	8 1/8 X	10 5/8
Bleed Size .....	8 5/8 X	11 1/8
DPS .....	16 1/4 X	10 5/8
DPS Bleed .....	16 3/4 X	11 1/8
2/3V .....	4 1/2 X	10
2/3H .....	7 X	6 1/2
1/2V .....	3 3/8 X	10
1/2H .....	7 X	4 7/8
1/2ISL .....	4 1/2 X	7 1/2
1/3V .....	2 1/8 X	10
1/3H .....	7 X	3 1/4
1/3Sq .....	4 1/2 X	4 7/8
1/4V .....	3 3/8 X	4 7/8
1/4H .....	7 X	2 1/4
1/6V .....	2 1/2 X	4 3/4

**Specialty Printing & Supplied Insert Distribution:**

Do you have a catalogue/brochure/product CD to send out to our readers?  
Are you celebrating a special anniversary?  
Contact our Associate Publisher for specifications, and pricing on specialty printing, insert distribution.

**C O N T A C T U S :**

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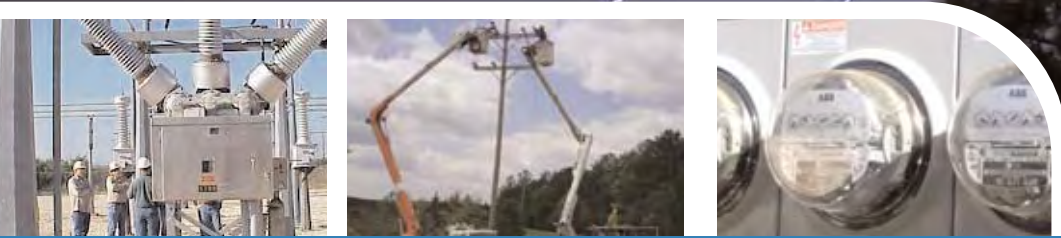
<b>Advertising Sales</b>	Carol Gardner, Associate Publisher	carol@electricityforum.com	ext. 223
<b>Article Submissions</b>	Don Horne, Editor	don@electricityforum.com	ext. 224
<b>Mailing Address</b>	215-1885 Clements Road Pickering Ontario L1W 3V4		

**Electricity Today** is published 9 times a year by **The Electricity Forum**, est. in 1986, a division of **The Hurst Communications Group Inc.**, the conference management and publishing company for North America's electric power and engineering industry.

**Distribution** Free of charge to North American electrical industry personnel who fall within BPA's definition of recipient qualification parameters. Paid subscriptions are available to all others.

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## INTERACTIVE MARKETING

### CAPITALIZE ON THE EXPLOSIVE GROWTH OF OUR INTERNET TRAFFIC WITH THESE ONLINE ADVERTISING OPPORTUNITIES AT:

[www.electricityforum.com](http://www.electricityforum.com)

**\*\*10 MILLION + Page Views Per Year!**

**\*\*1,000,000 + Unique Visitors Per Year!**

#### BASIC BUYER'S GUIDE LISTING

A page in our directory will receive top rankings in the major search engines AND qualified traffic to your website. Each listing includes: Company Name, Address, Telephone and Fax Numbers, Contact Name, Email Address, URL Address and a 100 word description of products and services. In addition to this company information, we allow each company to select up to 2,000 product categories and subcategories under which to list your company name.

#### CORPORATE DIRECTORY PAGE (upgrade your Basic Package to a corporate page)

Our Corporate Directory Listing is ideal for companies with multiple divisions and locations. We make up a page that includes up to a 1,500 word description about your company's products and services, a company logo and up to four photos/graphics. We also include multiple addresses, telephone numbers, fax numbers, contact names, email and URL links.

#### BANNER ADVERTISING (General and Specialty section Banners available)

We can place your corporate banner advertisement on all of our main pages. The average banner ad in one year receives more than 150,000 exposures and 2500 "target-market rich" clicks. Each of these clicks results in many more page views on your website!

#### E-BROADCAST PRODUCT ANNOUNCEMENT SERVICE

Over the past nine years, The Electricity Forum has compiled an opt-in email newsletter list of 35,000+ electrical industry professionals from all sectors of the electrical industry. This list includes electrical engineers, electrical maintenance and construction professionals from electric utilities and industrial, commercial, institution, and electrical engineering consultants. We "e-broadcast" your news/product announcement (up to 500 words, with URL and Email links) to our complete newsletter list. You get statistics on number of emails opened and read, as well as click through from your announcement to your website.

#### MONTHLY E-NEWSLETTER BANNER

Include your banner in our next monthly E-Newsletter. We receive high open and click through rates from industry professionals wanting to keep abreast of what's new in the industry.

#### GENERAL LOGO AD

We can place your company logo advertisement on all of our main pages. The typical button advertisement receives 300,000 exposures per year and more than 2,000 "target-market rich" clicks. Each of these clicks results in many more page views on your website.

#### INTERNET PRODUCT SHOWCASE

Our Internet Product Showcase is a great way to advertise your products in the Product Showcase Section of our website. Thousands of visitors each month visit this section and are able to request more information from you directly. Specification: Each Product Showcase includes a 250-500 word description and a colour product photograph. Our Product Showcase Section also has a handy reader response form so that you can receive product inquiries directly.

#### PRODUCT DIRECTORY LOGO

In our Transmission and Distribution, Industrial Electrical and Generation Companies/Products Directory, we can place your company logo advertisement along with the product category of your choice.

\*\* Publishers own data

\*\*\* [www.electricityforum.com](http://www.electricityforum.com) is not audited by CCAB/BPA



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## what our readers say about us...

**Igor Chichkin, E.Eng with BC Hydro in Burnaby, British Columbia writes,** "Thank you for your good job!"

**Duncan Stevenson Chief Electrical Inspector City of Victoria, Victoria, British Columbia, says,** "Magazines such as yours are a necessity for those of us associated with inspections, electrical engineering of buildings, codes and standards, with what's new and coming into our industry. Plus a huge plus is that it keeps in the electrical safety field in touch with electrical information in a constantly changing field."

**Jerry Wen, an Electrical Engineer with BC Hydro in Burnaby, British Columbia writes,** "Your magazine is a good resource to keep me in pace with the development of transmission and distribution. Thanks a lot."

**Michael Giordano, a manager at S. Norwalk Electric in North Branford, Connecticut says,** "Great magazine!"

**Pieter Selst, System Designer Hydro Ottawa, Ottawa, Ontario, writes,** "Thanks, always give your magazine a good read."

**Abraham Lobo, an Electrical Engineer with PWGSC in Gatineau, Quebec writes,** "Very good articles and very helpful."

**Allen Turner, an Electrical Engineer with Western Area Power Administration in Lakewood Colorado says,** "Enjoy the technical articles first encountered in your publication at 2003 T&D (show)."

**Joe Sevenhuysen, a Design Engineer with Sevenfoster Associates in Scarborough, Ontario writes,** "Great service, which I share with others. It sure broadens the options in designing. Thank you."

**Glenn Cunningham, a Safety Coordinator with Diverse Power in LaGrange, Georgia, writes,** "I look forward to the arrival of my issue. It is well written, easily understood, and interesting. Thank you for supplying a quality product in a world where everyone looks to turn a quick buck."

**Stephanie Hamilton, a Manager with SCE in Monterey Park, California says,** "Your recent articles on the Smart Grid were well written."

**John Quartermain, Operations Supervisor, New Brunswick Power Corporation, St Stephen, New Brunswick, writes,** "Thanks, your magazine is in our lunchroom and is read by everyone."

**Deb Kozak, Section Manager, Emergency Ontario Power Generation, Pickering, Ontario, says,** "I enjoy this publication as it crosses over from what I do in my day-to-day work. It allows me to keep up with the market place."

**Jerry Stout, Resident Engineer BC Hydro, Hudson's Hope, British Columbia, says,** "Keep sending a good magazine."

**N. Ajith, an Electrical Engineer with KSEB in Aluva, India, suggests,** "Include a study on fool-proof energy management systems adopted around the world."



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